

# MONTANA

## TRAVEL NEWS

ADVERTISING UNIT, MONTANA DEPT. OF HIGHWAYS, HELENA, MONTANA 59601 - VOL. 1, NO. 2, 1973



### South Americans To Get Close-Up Look At Montana

?Viaja usted al a Montana?

Millions of Spanish-speaking citizens throughout Latin America will be viewing the natural wonders of Montana over their TV stations thanks to a cooperative filming venture by State Advertising Unit, the Old West Trail Foundation and the United States Information Agency.

USIA felt there would be a strong interest throughout South America in Montana's ski slopes and magnificent scenery. The result — a Montana film called "The Big Sky Country" for distribution to 17 Latin American countries. One feature of the film will be an extensive interview with Chet Huntley regarding his Big Sky development.

Additional Montana scenes will be picked up from the recent Old West Trail film and the state's newest film hit, "Montana — A Little Farther North."

Scenes from some other Old West Trail states will also be included in the finished product, but Montana will be the featured area.

Distribution of the film is scheduled for early spring in the 17 Latin American nations, according to USIA.



Roger Wilkinson of USIA and Chet Huntley are being filmed for a scene for "Big Sky Country" at Big Sky of Montana. In foreground are Susan Kopin of USIA, cameraman Gary Breed and Robert Henkel of Sage Advertising in Helena.

### GOVERNOR ANNOUNCES PLAN TO GAS-UP MONTANA TRAVEL



Governor Thomas Judge has announced a bold and innovative seven point travel and recreation promotional program for Montana which has received a more than favorable reception in Montana and throughout the Pacific Northwest.

Acknowledging that talk of gasoline rationing and the energy crisis has had a dampening effect on travel

industry projections, the Governor reminded industry leaders that new promotional concepts must be employed.

The Governor gave the keynote address to the annual convention of the Western America Convention and Travel Institute in Seattle, November 27. He told the 500 delegates that people will continue to take vacations. It's up to travel and recreation industry leaders to make their vacation packages attractive and convenient.

"A vacation should not consist of barreling down an interstate highway at 75 miles per hour in an air conditioned automobile, glimpsing at 400 miles of scenery a day," the Governor said. "A vacation should be a time for people to participate in recreational activities they enjoy and to discover the hidden wonders of this country that are not accessible by highway."

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### MONTANA TO GET MORE EDITORIAL COVERAGE IN NATIONAL MAGAZINES

The State Advertising Unit of the Montana Highway Department has launched an aggressive and far-reaching promotional project designed to obtain greater editorial coverage of Montana travel and recreation through feature stories in the nation's popular magazines.

Initial results have been exceptionally rewarding, according to Scott Warden, State Advertising Unit Coordinator. We have definite commitments from the following nationally distributed magazines to run Montana oriented stories: Camping Journal, Diversion, Discovery, RX Sports and Travel, Passages, Retirement Living, Relax, Travel, National Motorist, New York Motorist, Michigan Motorist, Trailer Life,

AMTRAK Travel, Signature, Wisconsin American Automobile Association, Motor News, Bankers Media, Grit and Welcome to USA. Five articles were recently approved by the United States Information Agency for foreign circulated magazines. High-circulation national magazines such as Ski and McCalls have also been contacted and have shown strong interest in sending writers into Montana.

The millions of readers of these periodicals will learn of Montana attractions through articles being prepared by Montana free lance travel writers and publicity staff writers. Subject matter is varied and designed to interest the widest

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## MONTANA GOES HOLLYWOOD



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The State of Montana has announced a new comprehensive program to bring more major motion picture and television program productions to the state. Earlier this year, Great Falls and its surrounding area was the scene as Clint Eastwood, George Kennedy and Jeff Bridges starred in "Thunderbolt and Lightfoot," a new motion picture due for release early in 1974. During production of the film more than a million dollars was spent by the producers here in Montana.

First step in the state's "film location" program is the preparation of a location manual which is now underway.

Chamber of commerce offices in the larger Montana cities will provide full inventory of local facilities and pertinent information which would be of interest and value to film producers. Also included will be weather facts, availability of labor and equipment plus transportation and a complete run-down on Montana's Indian Reservations. The manual will also carry a large number of Montana scenics as well as stills from "Little Big Man" and "Thunderbolt and Lightfoot."

Plans are also underway for a presentation on Montana's film location value. This will be made to a large number of producers, directors and studio officials in Hollywood early in the new year. As well, the State Advertising Unit will be placing Montana ads in the widely read motion picture trade papers.

Film making is a multi-million dollar industry. This new program aims to garner some of those millions for Montana.

That Montana has a lot to offer the movie producer is borne out by a recent announcement from the Hollywood-based Rico Lion Produc-

tion Company.

Their newest project is a major movie for television on Chief Joseph and the Nez Percé Indians and Montana is one of three states being considered as the production location. The film will run from four to six hours and would be aired on NBC during the Bicentennial Year.

In production, scheduled for August, September and October 1974, more than 800 people could be employed and Montana horses and cattle would play their part. The company has also been negotiating with a Montana Indian tribe to appear in the picture as the Nez Percé Tribe.

Commenting on the state's new drive for movie location business, Scott Warden said, "We're out to put Montana's name up in lights in Hollywood."

## Editorial Coverage

(Continued from Page 1)

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## MONTANA IN SPOTLIGHT AT SKI SHOWS

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For the second consecutive year the Montana Advertising Unit cooperated with the Montana Ski Area Operators Association to exhibit the ski attractions of Montana. They were aided this year by the hot new film, "Montana — A Little Farther North," and the personal appearances of Miss Montana, Debbie Reber, at the two midwest shows.

"It was a great experience," according to Miss Montana. "So many people who had never been to Montana saw what this state has to offer and they were very impressed." One of the most worthwhile advantages of these shows, according to Debbie, is that the people who have the answers are right there for those visitors who have questions.



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Portions of Montana's new ski film were video taped and shown in Seattle on station KOMO and in Minneapolis over station WCCO. Staff members contacted new media, ski clubs and various ski publications in each show area. Thousands of brochures were distributed at each exhibit.



# MONTANA TRAVEL HOSTS LAUNCHES INTENSIVE PROGRAM FOR LONGER-STAY VISITORS

What does it mean to the state's economy if visitors extend their Montana stay an extra half day? According to Howard T. Kelsey, president of the Montana Chamber of Commerce, "Each extension of a half a day longer results in \$11 million for the businessmen."

The Montana Chamber of Commerce is "firing up" its Montana Travel Host (MTH) Division to further emphasize travel development programs which will stimulate ways and means of offsetting the adverse effects of the fuel shortage crunch, according to Kelsey, owner of the Nine Quarter Circle dude ranch between Bozeman and West Yellowstone.

MTH had its origin about three years ago as an adjunct to the State Chamber. Although it has been operating to date with a limited budget, MTH can take credit for the installation of the seven port-of-entry stations at Hungry Horse, Superior, West Yellowstone, Gardiner, Hardin, Wibaux and Glasgow. It was an MTH idea that first envisioned the port-of-entry stations as an ideal use for the seven Centennial train cars, long inactive in the Laurel train yard. MTH also launched a Meet Montana campaign urging Montanans to get to know their own state attractions;

and MTH pioneered in the convention soliciting business, a plan that laid the groundwork for the state's present Convention and Tours Promotion department.

Kelsey credits Governor Tom Judge with the "new look" for the state's travel industry. He noted that the Governor "is a real champion for the industry. He has a strong conviction that with the entry of the private business sector into travel development, there are ways and means that can be employed to build up the industry, to protect and preserve the travel business from being suffocated by the energy crisis."

According to the State Chamber president, the Montana Travel Hosts division is budgeting \$25,000 from the private sector; \$10,000 from the State Chamber and \$15,000 from the state to launch its in-state travel promotion campaign. MTH will have its own executive secretary with staff support from the State Chamber. It will have a grass roots advisory board consisting of 24 men and women who are engaged in the travel or travel-related industries.

Montana Travel Hosts, supported by the State Advertising Unit, is exploring the idea of installing Travel Centers in local chambers of commerce, service stations, hotels,

motels, airports and bus and train depots. These centers will feature "What To Do" brochures for each of the five regions of Montana. Each brochure lists the special attractions in each area along with one or two regional tours. MTH will enlist the help of Montana broadcasters and newspapers to help extend visitor stay in Montana.

In addition, Montana Travel Hosts has initiated a comprehensive, colorful Guide Book to Montana under the editorship of Bill Browning, nationally prominent outdoor writer and photographer. The guide book, due out in 1974, will be a directory of things to do and see all around the state, including many of the little known scenic and historic locations.

The full cooperation of the state and the business community to promote Montana travel and recreation is a bold new approach to stimulate the imagination and encourage out-of-state travelers to come to Montana and stay a while longer, according to Kelsey.

"The year ahead will result in more promotion closer to home for Montana as a year around vacation spot," the State Chamber president predicted.



**\$85,000,000 SPOKANE WORLD EXPOSITION NEARING COMPLETION.** Exterior construction at Expo '74 is reported 90% complete and interiors have passed the half-way point. Twelve foreign countries will participate including Soviet Russia, Japan, West Germany, Mexico, France, Canada and the Republic of China. The Soviet pavilion is larger than all of Seattle World's Fair foreign exhibits combined.

## Gas Shortage Seen Bringing Neighbors Together At Expo '74

Original feasibility studies by Economic Research Association of California on the Spokane Exposition showed that 65% of the expected 4.8 million visitations will come from the three surrounding states and the two Canadian provinces.

Expo officials anticipate that the gasoline shortage will probably reduce the attendance from the mid-west and California. However, the energy shortage could increase interest in the Spokane Expo throughout the neighboring states. It is anticipated that most Northwesterners will travel within the Northwest instead of making long trips.

A revised travel study is being made by the research firm to determine more accurately the pattern of anticipated travel with the gasoline shortage in mind.



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## MAGAZINE ADS PAYING OFF FOR MONTANA

In a recent conversion study of selected magazines which carried Montana advertising in 1973, it was found that out of 188,000 people who wrote in for information and literature, forty-five percent actually came to the state, according to Scott Warden, Coordinator of Advertising. Up to September 30, visitors who inquired with the State Advertising Unit spent over 22 and one-half million dollars in the state, of which \$450,000 was returned to the Department of Highways through gasoline taxes. The average size of the tourist party was 2.7 persons who stayed an average of 7.0 days. The number of people in the average tourist party is less than in past years where the average has been 3.5 persons. This may be due to more people using carrier type transportation because of the gas scare. Also, people writing in for literature usually stay an average of 8 days, twice as long as those who do not write in. The drop from 8 to 7 days may be due to the fuel situation which developed during the summer. Inquirers to the state spend twice as much as those who do not write for literature beforehand. The conversion of 1973 inquiries per magazine was higher than usual, running the gamut from 23.8% to 70.1%.

## Governor Announces

(Continued from Page 1)

The basis of Governor Judge's popular seven point program rests with the realization that the travel industry's market has been forced to change. The vacationing family of the foreseeable future must be viewed differently from that of the 1960's and early 1970's. In fact, he pointed out that the concept of family vacations was changing even before the energy crisis.

The first point of the Governor's program is to tie in heavily with the Spokane Expo '74 — only 86 miles from Montana's border. Montana was the first out-of-state exhibitor to engage space for state travel promotion. By utilizing extensive surveys, Montana knows that 65% of Expo's estimated 4.8 million visitors will be from the surrounding eight states and Canadian provinces.

The state will employ every media in the Spokane area, including radio, TV, billboards and the printed page, to attract these neighbors to Montana. A specially-designed booth will utilize movies, color slides, brochures and personal conversations to bring Montana's attractions to potential visitors.

The second point is to concentrate on the "quality" visitor — those visitors who are attracted to packaged tours, vacation ranches, or the Fly-Drive or Track-Drive vacationers using commercial transportation to the state's major airports and depots.

Included in the "quality" visitor category will be foreign tour groups, ski packages, and convention groups. The state has launched a major promotional campaign for these markets through the newly created Convention and Tour Unit of the Montana Highway Department. Although less than six months old, this office can already take credit for 15 conventions brought to the state.

According to Governor Judge, statistics indicate that the quality visitor market already exists. Northwest Airlines reported that 24% more passengers deplaned in Montana this year. Western Airlines reported a startling 105% increase in the number of passengers deplaning at the West Yellowstone airport which serves Yellowstone National Park. And, while the number of visitors to Glacier and Yellowstone National Parks was down, promotional efforts created a substantial increase in the use of in-park tour facilities, raising the average visitor stay from 1.8 days to 2.5 days. Tour business was up 24%.

Point number three is to concentrate state advertising on special regional markets such as neighboring Canada. It is known that 15% of Glacier Park's visitors each season come from Canada. The State of Montana has planned an extensive multi-media campaign throughout Alberta, Saskatchewan, and Vancouver, B.C., with the aim of expanding Montana's share of the Canadian travelers' budget. National magazine ads will be concentrated in the regions closer to Montana.

Number four on the list is the establishment of a central information system for Montana visitors. A toll-free incoming WATTS line will be available to answer inquiries and even furnish up-to-the-minute information on gasoline supplies. "I wish we would have had this last summer in Montana," Governor Judge said. "We would have been

able to say that there wasn't one visitor who had a problem getting gasoline in Montana."

The fifth point is an expansion of last year's successful "Invite a Friend to Montana" campaign. "This year, 27,000 people came as a result of the campaign and spent \$2,900,000 during the eight days they averaged in Montana," the Governor reported.

An extensive campaign on radio, TV, newspapers and bank stuffers will be launched in April urging Montanans to invite their friends to the state for their vacation visits. Each of these potential visitors will receive an attractive brochure displaying the state's attractions.

Number six is a planned all-out campaign to promote private initiative among the state's citizens to become "tour guides" for their state. "We hope everyone will pitch in — radio broadcasters will be asked to carry a series of specially produced public service spots 'selling' the many tourist attractions in the state. Newspapers will be asked to carry a series of travel activity pictures. Gasoline stations, motels and hotels will be asked to put up 'tourist centers.' 'What To Do' material, a calendar of events, brochures and posters will be printed by chambers of commerce, the state and the private sector," the Governor pointed out.

The purpose of this campaign, according to the Governor, is to promote additional time spent in Montana by the traveling public.

The last of Governor Judge's seven points is to urge Montanans to vacation in their own backyard this summer. "It's hard to believe that many eastern Montanans, as an example, have never been to Glacier Park, probably the most beautiful of America's 36 national parks. We will be pointing out the many things to be enjoyed in all of Montana," he said.

Governor Judge's concluding remarks to the Western Convention and Travel Institute presented a challenge to the travel and recreation industry. He said, "The energy crisis is probably the largest challenge the travel and recreation industry has ever faced. It will require greater efforts and more innovative approaches than we have ever had. I still believe that with an energy crisis or not, people are still going to take trips, whether it is on AMTRAK, busses, the airlines, or by driving 50 miles per hour and the states that do the best job will continue to realize big dividends from this important industry."

## GATHERINGS



by **LYNNE ALBRIGHT**  
Assistant Coordinator of  
Conventions and Tours

John Olson and I recently attended the annual Western America Convention and Travel Institute conference in Seattle. Known as WACTI, tourism executives from thirteen Western states participate in the Institute's program. The exchange of thoughts from the varied background of travel representatives helps to give direction and unity to a business as complex as tourism, plagued as it is at this time by many crises. The program contained a variety of topics such as Convention Solicitation, Market Research and Time Management.

A sidelight of the conference was the Seattle Underground Tour. The tour was short, interesting and fun. Our guide was especially informative and contributed much to the visit. It occurred to me that communities in Montana interested in convention business should organize "mini tours." Convention delegates usually have very little free time and a visit to one special site with an informed guide adds a great deal to the "take home" attitude.

The Convention and Tour Office extends a special "HAPPY HOLIDAYS" to the Canavan clan. Sundance Lodge is hosting about 30 of the Canavans from all points west to a story book Christmas gathering at Wise River.

By the way, remember the "Invite a Friend to Montana" campaign? How about "Invite a Convention"! Please contact the Convention and Tour Office for help in bringing your special organizations to Montana for a convention.

Travel Tip: For those quick postcards home try H.A.W.T.W.Y.W.H.

## MONTANA'S NEW CONVENTION AND TOUR OFFICE GETTING RESULTS

The energy crisis could cause economic problems for Montana tourism in 1974. But the state's new Convention and Tour Office is aiming at balancing the deficit with a comprehensive solicitation program aimed at the special convention and group tour market, according to John Olson, Convention and Tour Office Coordinator.

Open only four months, the department has initiated a program to attract regional and national organizations to Montana for conventions and meetings. Getting conventions is a highly competitive business. And, while the Convention and Tour Office has been directly responsible for several regional conventions already held in Montana, most conventions now on the books will be held at future dates, as late as 1978. In many cases, Montana has been chosen but sites not yet selected.

The program handles all aspects of convention biddings. Detailed information on potential convention sites is incorporated into convention information kits. Advertising aimed at the decision-maker executive will be launched in the new year. When an organization's needs have been determined, the information is given to chambers of commerce or resort complexes for bidding.

Organized tour groups represent another area which can do much to help Montana's tourist business. A motor coach is a most effective carpool. When forty-four people share a single vehicle and follow a pre-determined route, fuel is being used economically.

For Expo '74 in Spokane, the Convention and Tour Office is in contact with all tour companies bringing groups to this Exposition. Many tour programs feature Montana as the major destination.

The fuel shortage is causing many tourists to change from private automobiles to public transportation. As a result, group tours should increase considerably in 1974. Many tour operators say that with Montana's proximity to Spokane, this market will expand during the early months of next year.

The foreign tourist market has a high priority. The United States is now one of the best travel buys in the world. A foreign tourist generally

arrives by plane and tends to travel as a member of an organized tour group. Previously, there had been few companies equipped to deal with this type of visitor arriving in the United States. Montana now has ten in-state companies involved with handling foreign tourists and many Montana tour packages are being offered to travel agents abroad.

A four-color promotional brochure which highlights Montana's scenic attractions can be printed in any language and is available at cost to all tour companies.

In the U.S. and Canada, national and regional tour companies have been contacted and are featuring Montana in their 1974 programs. Air carriers, AMTRAK and major bus companies are also highlighting Montana.

The Convention and Tour Office is now getting results. Conventioners and organized tour members will spend a considerable amount of money each day they remain in our state. They can help keep Montana's tourism industry at a healthy level during the critical months ahead.

## MONTANA TRAVEL NEWSLETTER

published as a report on  
Montana's tourist industry by

The Advertising Unit of the  
Department of Highways

Thomas L. Judge, Governor  
H. J. Anderson, Director of  
Highways

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Scott Warden, Coordinator  
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## SEND YOUR TRAVEL NEWS NOTES TO:

The Advertising Unit,  
Department of  
Highways,  
Garrett House,  
Helena, Montana  
59601



## Chet Huntley's Big Dream Comes True

The December opening of Big Sky of Montana's Mountain Village ski area marked a milestone in Chet Huntley's dream of an all-season recreational area, and it simultaneously marked the beginning of Montana's entry into the competition for the world's ski market.

Already the cross country trails of Big Sky have attracted international interest. The United States Ski Association National Cross Country Championships will be held March 19-24 and the North American International Championships-Samsonite Nordic Series is set for March 26-31. Teams expected to participate in the North American meet include Canada, East Germany, Finland, Japan, Norway, Russia, Sweden and the United States.

And there'll be lots of room for everyone.

In Big Sky's Mountain Village, the 88 room hostel is now open. So is the 60 unit Stillwater condominium complex. December also saw the opening of convention facilities for up to 500 people in the Village's Convention Hall with banquet seating for up to 500. There are 6 individual conference rooms and 8 commercial shops in the Mountain Village main shopping mall.

Mountain Village is located at the base of the 11,166 foot Lone Mountain. Four major lifts — gondola, triple chair and two double chairs — take the skiers to the slopes of Andesite and Lone Mountain and can handle 5,200 skiers per hour. The lifts have a 2,300 foot net vertical rise and transport skiers more than 20,000 feet.

## TOP SKI AND TRAVEL WRITERS HEADING FOR MONTANA'S SKI SLOPES

Six writers from Seattle, Minneapolis and Los Angeles representing regional ski magazines and newspapers have been invited to tour Montana ski areas for a week starting January 28. Arrangements have been made with carriers to complement the transportation for the writers.

The ski areas and communities will host the writers during their stay. Scott Warden, State Advertising Coordinator, said, "It's a bargain for the state. All we provide is transportation within Montana. This is just the first of many groups of travel writers the Advertising Unit intends bringing into Montana this year."

For example, in conjunction with the Pacific Northwest Travel Association, the Advertising Unit will, for the second consecutive year, host a group of prominent ski writers. Invitations have been extended to 11 members of the United States Ski Writers Association to begin their 5-state, 1-province tour in Montana on February 24. They will arrive in Bozeman, ski Bridger Bowl and go from there to Mountain Village at Big Sky of Montana. Departing Bozeman on February 27 they will also visit Mt. Spokane, Sweitzer Basin, Kimberley and Cranbrook, British Columbia and conclude their Pacific Northwest visit at Mt. Hood. According to Scott Warden, if this year's tour is half as successful as last year's, it will be GREAT!!!

## Discovery Basin Gives Montana Skiing A New Lift

Discovery Basin, Montana's newest ski area, is now a going concern. Just 17 miles from Anaconda, Discovery Basin has a spectacular setting alongside the Anaconda-Pintlar Wilderness Area.

A double chair lift can take 1200 skiers to the slopes every hour. Four miles down the mountain at Georgetown Lake, the base offers first-rate facilities including a Lodge, an excellent restaurant and bierstube for après ski entertainment, a modern cafeteria and a well-stocked ski shop.

Transportation is handy for skiers staying at Fairmont Hot Springs.

Already, Montana skiers by the thousands are discovering Discovery Basin and its operators confidently predict it will have a great season.

## OLD WEST TRAIL MEETS IN CASPER

"Travel at the Crossroads" was the theme of the annual meeting of the Old West Trail Foundation held in Casper, Wyoming November 5-6.

Experts from throughout the country spoke to the group about the gasoline shortage, travel research marketing, package tours and sales.

James Graff of Billings was elected President of the Five State Travel Promotion Organization. Other Montana board members are Scott Warden and Robert Henkel of Helena, Max Panches of Billings and C. Dan Regan of Butte.

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Bulk Rate  
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